



December 12, 2025

To Whom It May Concern,

Ellen Tyler changed my life! Well, more accurately, she helped me change the way I saw myself and my business.

When I hired Ellen to coach me a year ago, I wanted my business to feel fun again. I wanted to help more people, stop doing unproductive busy work, and do what truly moved the needle. Even though things weren't bad, my attention was scattered, and I didn't yet have the results I truly wanted. I needed clarity, focus, and a better way to show up in life and business.

Ellen introduced me to daily practices around self-image and mindset—simple, consistent tools that created profound internal shifts. She showed me how to align my thoughts with the results I wanted and helped me build the confidence and habits to actually support my goals. The self-image work became the foundation of everything I did.

The results have been extraordinary. I hit my annual revenue goal a month early. My overall revenue is up 144% from the previous year, and my advisory revenue increased by 30%. I truly love my business and how I get to serve people in my community. But the real gift of the work became clear when I faced devastating news in my personal life—what could have taken me out became a turning point. Since working with Ellen, I've lost 54 pounds, become a regular at my CrossFit gym, stopped drinking, and developed immense gratitude for every part of my life.

Yes, my business transformed—but so did I.

Warmly,

Melissa Moss, CFP®